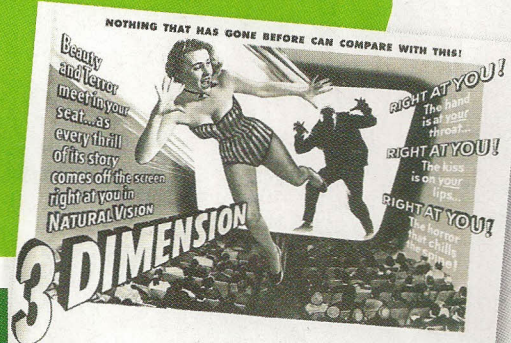


# Comin' At Ya!

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The third dimension comes to DVD this month with the release of *Journey to the Centre of the Earth*. STACK charts a brief history of 3-D in the movies.



**1858** - The first practical stereo projection system is developed in Paris.

**1915** - Experimental analoglyphs of New York and New Jersey are presented in a public demo.

**1922** - The first legitimate 3-D film, *The Power of Love*, is possible thanks to the introduction of Technicolor.

**1932** - The introduction of inexpensive polarising material provides a suitable filter for 3-D photography.

**1936** - Italy produces the first polarised 3-D feature, *Beggars Wedding*.

**1937** - Germany produces the first full colour 3-D film, appropriately

titled *You Can Nearly Touch It*.

**1941** - A lenticular 3-D exhibition system (requiring no special viewers) is developed in Moscow. The theatre screen is constructed of alternately angled strips that reflect simultaneously projected stereo images.

**1952** - The first full length 3-D feature, the jungle adventure *Bwana Devil*, opens in the USA.

**1953** - Following the success of *Bwana Devil*, Hollywood's major studios enter the 3-D arena with *House of Wax* (Warner), *It Came From Outer Space* (Universal) and *Kiss Me Kate* (MGM). Inevitably, trashy independent films also begin to surface: *Robot Monster* and *Cat Women on the Moon*.

**1954** - Universal release *The Creature from the Black Lagoon*. Warner release Hitchcock's *Dial M For Murder*, which is praised for its stereo photography and illusion of depth.

**1961** - The 3-D hiatus following the advent of CinemaScope in 1953 ends with the release of *The Mask*, in analoglyphic 3-D but promoted as "Depth Dimension" to avoid association with the 3-D process.

**1966** - *The Bubble* boasted "SpaceVision 4-D", simplifying the 3-D production process by which a single camera employing image overlap replaced the traditional twin camera rigs, resulting in cheaper but inferior 3-D images when compared to the stereo system.

**1970** - The 3-D potential for sexually explicit X-rated films is realised. *The Stewardesses* becomes the most successful 3-D film ever made.

**1970s** - Two strip 35mm prints of '50s 3-D favourites are re-issued, boasting enhanced picture quality superior to the single camera/projection process.

**1973** - Andy Warhol's *Flesh for Frankenstein* adds a gruesome twist to the 3-D novelty - "A Liver in Your Lap" promises the advertising campaign. And that's what you got.

**1981** - Despite some appalling production values and 3-D effects, the el-cheapo western *Comin' At Ya!* singlehandedly kickstarts the eighties 3-D revival.

**1982** - Paramount releases *Friday the 13th Part III in 3-D*, the first 3-D film to be handled by a





major studio in 22 years. Indie moguls Charles Band and Earl Owensby quickly jump on the bandwagon with *Parasite* and *Rottweiler: The Dogs of Hell*, respectively.

**1983** - The Hollywood 3-D resurgence begins in earnest as the majors compete for the three dimensional dollar. Sci-fi and horror is all the rage: *Jaws 3-D* (Universal), *Spacehunter: Adventures in the Forbidden Zone* (Columbia), *Metalstorm: The Destruction of Jared-Syn* (Universal) and *Amityville 3-D* (Orion).

**1984** - The 3-D gimmick fails to generate interest in the minor slasher film *Silent Madness*. Not



quite the box office goldmine the studios had predicted, the eighties 3-D boom ends with a whimper.

**1991** - The sixth (and supposedly last) *Nightmare on Elm Street* film, *Freddy's Dead: The Final*

*Nightmare*, features a 10 minute 3-D finale which proves less than successful.

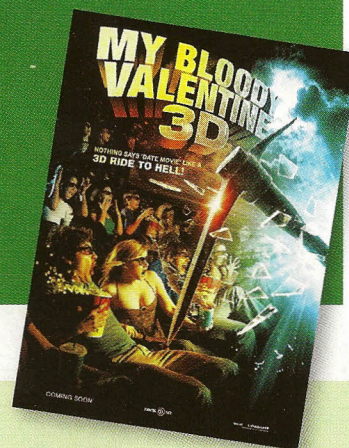
**2004** - Excluding large format IMAX 3-D releases, the novelty returns to cinemas in the shape of *Spy Kids 3-D: Game Over*. The DVD format is the next to benefit with the release of *Shrek 3-D* and the aforementioned *Spy Kids 3*.

**2005** - Walt Disney release *Chicken Little* to cinemas in an alternative digital 3-D version.

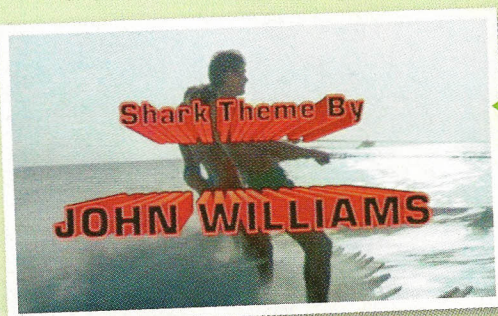
**2008** - Concert movie *U2 3D* is the first film to be shot entirely with new digital 3-D cameras and software.

**2009** - The digital process sees 3-D become a commercially successful gimmick for studios once again, following healthy box office for the releases *My Bloody Valentine 3-D* and *Journey to the Centre of the Earth 3-D*.

**2010** - James Cameron's hotly anticipated 3-D sci-fi film *Avatar* promises to make the screen disappear and bring "the audience inside the story".



## SCREEN POPPIN' 3-D MOMENTS



### CRAZY CREDITS

*Jaws 3-D*

### PADDLEBALL

*House of Wax*



### DEMON BREATH

*Amityville 3-D*



### PITCHFORK

*Friday the 13th Part III*

